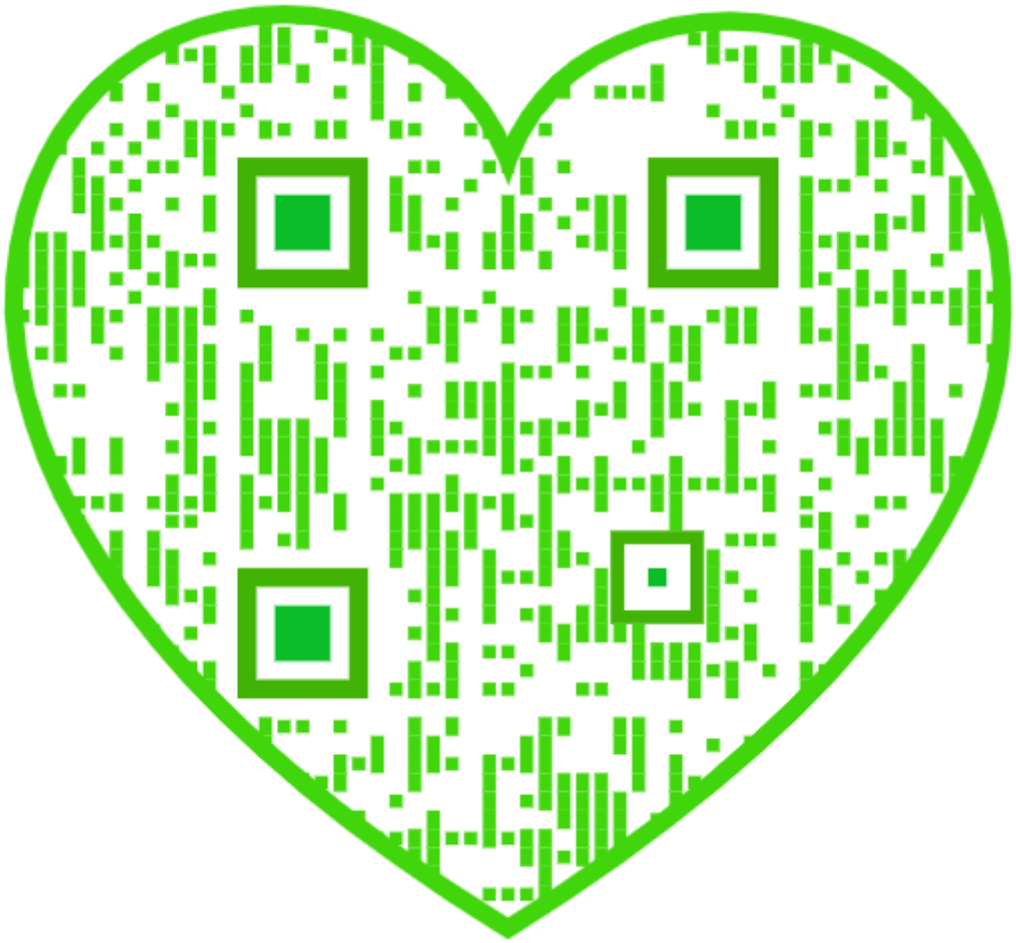
THE FAMOUS
Queen Quality
SHOE FOR WOMEN



RBR
3T2130
P71
T.C.

Digitized by the Internet Archive
in 2010 with funding from
Lyrasis Members and Sloan Foundation

http://www.archive.org/details/famousqueenquali00thom

THE HENRY FRANCIS du PONT
WINTERTHUR MUSEUM
LIBRARIES

RBR
GT2130
P71
T.C.

Home of
"Queen Quality"

Length of factory 439 feet. Front width 124 feet. Six stories and basement.
2000 employees working on the modern, nine-hour basis, make 8000 pairs of shoes daily, and are paid $1,000,000 per annum.
Largest makers of women's fine shoes in the world.

THOMAS G. PLANT CO., BICKFORD AND CENTRE STREETS, BOSTON, MASS.

# Queen Quality

## The Name and Trade-Mark

Queen Louisa of Prussia, the beautiful and noble woman and queen whose portrait the makers of "Queen Quality" Shoes have adopted as a symbol of beauty and sterling qualities, has for more than a century held a place in history as a personality rare and perfect. It has been the aim of the makers to earn for "Queen Quality" a reputation equally high of its class and a place in the history of footwear just as enviable.

## Endorsed by American Women

That the high standard and the earnest efforts of the makers of "Queen Quality" Shoes have been recognized is evident from the overwhelming volume of business which the endorsement and patronage of American women has brought about.

Their sales have surpassed all records, which is naturally gratifying to the makers, but that this vast amount of business has come because of the ***superior qualities*** of the shoes is even more so.

## Queen Quality Supremacy

When the women of this country were first informed that there was a shoe, sold at $3 a pair, equal in every way and ***superior*** in its ***fitting*** and ***comfort*** to any shoes made, they were naturally incredulous; but incredulity soon changed to enthusiastic endorsement, and to-day in 2,500 cities and towns the "Queen Quality" Shoe is the acknowledged leader in sales, in styles, in ***perfection*** of ***fit,*** and ***ease*** to the wearer.

## Triumph of Quality

It has been a ***triumph of quality*** — not price, as there are many other shoes at the same price.

## A Mammoth Modern Factory

The "Queen Quality" factory represents an enormous investment — in special tools, machinery, modern methods, and equipment. It was planned to produce 6,000 pairs a day, but soon it was ***too small*** for the business, and now a great addition has been made which has increased its capacity to ***8,000 pairs per day*** — the largest output of women's fine shoes in the world.

## Superior in Fitting Qualities

If there is any one thing more than another that has made this tremendous success, it has been the wonderful fitting qualities of "Queen Quality" Shoes. ***"They fit where others fail,"*** has come to be a "Queen Quality" truism. They are easy from the first, and do not have to be "broken in."

## A New Era in Footwear

The "Queen Quality" Shoe marks a new era in footwear, a ***revelation*** in shoe making. It has shown that at $3 (Oxfords $2.50) a shoe can be retailed that furnishes the finest of leathers, the most thorough construction, the highest grade of designing, and the most perfect finish; and those who have not worn these shoes have only to try them or to ask those who do, to learn that these claims are not exaggerations, but simple facts.

In the following pages we present illustrations and descriptions of our latest styles, etc., etc.

Only one dealer in a town has "Queen Quality" Shoes.

How to Order by Mail is explained on last page.

"Boulevard"

Bon Ton Shape

Style 502

Kibo Enamel Calf, dull top, welted very heavy sole, with extension edge, rope stitch, and stitched aloft sole, medium heel, medium wide toe, large perforation on vamp and foxing.

"Fashion's latest fad."

## "Foot Warmth"

St. Louis Shape

Style 541

Plump Kibo Kid, tip same, very heavy sole, with stitched extension edge, low military heel. Leather lined throughout as a protection against cold.

"Especially constructed to keep the feet warm."

"Euclid"

Vassar Shape

Style 528

Kibo Kid, patent tip, welted sole of good walking weight, extension edge, medium heel, toe as 527.

"Combines the best ideas of comfort with the latest ideas of fashionable footwear."

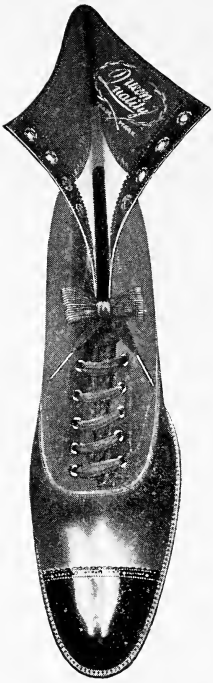
"Storm"

Tuxedo Shape

Style 525

Eight-inch Kibo Box Calf, tip same, welted extra heavy sole, full extension edge, rope stitch and stitched aloft sole, low broad heel, toe as Style 508.

"An ideal stormy weather boot, enabling one to go about with the popular short skirt."



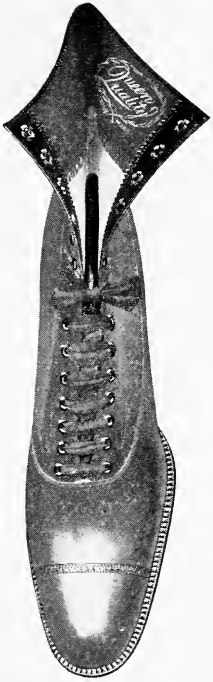
"Euclid"

Vassar Shape

Style 527

Kibo Kid, patent tip, welted sole of good walking weight, extension edge, medium heel.

"A fashionable walking boot, combining stylish elegance with absolute ease."




"Favorite"

Elite Shape

Style 514

Kibo Kid, tip same, welted sole of good weight, with extension edge, medium low heel. Same style in button is 515.

"Graceful in contour, faultless in fit."

"Pedestrian"

Tuxedo Shape

Style 516

Heavy Kibo Kid, tip same, welted extra heavy sole, with extension edge, low heel, toe as Style 508.

"An ideal heavy walking boot."

## "Tuxedo"

Tuxedo Shape

Style 500

Heavy Kibo Box Calf, tip same, welted extra heavy sole, with extension edge, low broad heel, toe as Style 508.

"Unequaled for good walk-all-the-time and knockabout usage."

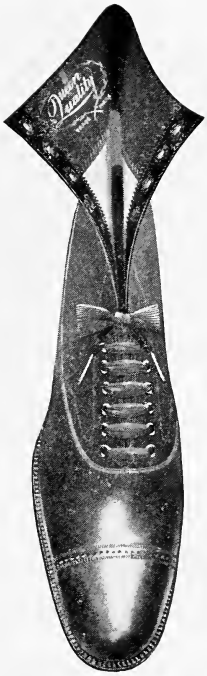
"Skating"

Rugby Shape

Style 507

Eight-inch heavy Kibo Kid, tip same, very heavy sole, stitched extension edge, low broad heel, medium round toe.

"Especially constructed for out-of-door wear."



## "Chaperone"

Natural Shape

Style 519

Kibo Kid, tip same, welted sole of good walking weight, with extension edge, low heel, broad shapely toe.

"A comfortable, conservative style of boot."

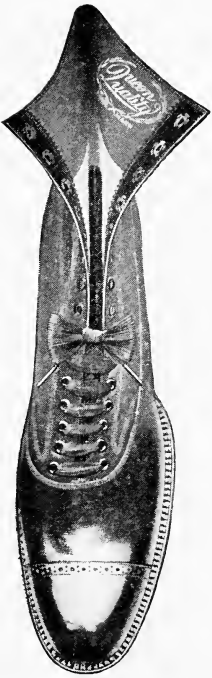
"Gentlewoman"

Elite Shape

Style 520

Kibo Patent Kid, tip, dull mat top, welted sole of good walking weight, medium low heel.

"Quiet elegance of style manifest in every feature of this boot."



"Fifth Avenue"

Tuxedo Shape

Style 508

Kibo Enamel Calf, dull top, welted very heavy sole, with extension edge, low broad heel.

"A stylish, heavy soled walking boot, having a fashionable mannish expression"

## "Tailor Made"

Bon Ton Shape

Style 522

Kibo Patent Kid vamp, dull mat top, welted sole of good walking weight, with extension edge, modified military heel.

"A correct style for the modish woman."

## "Swell"

Bon Ton Shape

Style 521

Kibo Patent Kid, dull mat top, welted sole of good walking weight, with extension edge, low military heel, toe as Style 522.

"An elegant conception for street wear."

"Parisienne"

Spanish Opera Shape

Style 511

Kibo Patent Kid, imitation stitched tip, cloth top, light flexible sole, leather Louis XV. heel, silk worked eyelet holes.

"An elegant conception in a dainty dress boot."

"Society"

Elite Shape

Style 517

Kibo Patent Kid, tip same, bright kid top, light flexible sole, medium heel, stitched imitation lace stay, medium toe.

"The highest degree of fashion in a light house or street boot."

"Bon Ton"

Spanish Opera Shape

Style 538

Kibo Kid, patent tip, light flexible sole, medium high heel, high arched instep. Same in button 537.

"The finest fitting boot that ever graced a woman's foot."

"Minola"

Lenox Shape

Style 531

Kibo Kid, tip same, light flexible sole, medium heel, inserted front stay of dull kid.

"An exceedingly attractive boot."

"Castilian"

Apex Shape

Style 591

Kibo Kid, patent tip, light flexible sole, neat close edge, leather Louis XV. heel, high arched instep.

"A chic, airy style of dress boot."

"Militant"

Apex Shape

Style 592

Dull top, Kibo Kid vamp, patent tip, light flexible sole, neat close edge, high Cuban heel.

"Smart in appearance and stylish in effect."

"Foot Ease"

Natural Shape

Style 551

Kibo Kid, tip same. Hand-sewed turn sole, wide toe, low broad heel.

"For the woman who appreciates ease and comfort."

"Comfort's Favorite"

Common Sense

Style 587

Kibo Kid, hand-sewed turn sole, wide plain toe.

"Especially designed for elderly ladies."

"Foot Form"

Common Sense

Style 523

Kibo Kid, soft as velvet, with medium welted sole, plain toe, low broad heel.

"Scientifically constructed to insure ease to the foot."

"Stout Woman"

Brookline Shape

Style 504

Kibo Kid, patent tip, light sole, low heel.

"Especially designed for women who cannot be fitted with the ordinary cut boot."

"Favorite"

Elite Shape

Style 506

Kibo Kid, tip same, light flexible sole, medium low heel. Same style in button is 505.

"The woman of modest taste will appreciate the quiet style that characterizes this boot."

## "Broadway"

Tuxedo Shape

Style 575

All Kibo Enamel Calf, welted sole of extra heavy walking weight, with full extension edge, low heel. This style $3.00.

"A stylish, heavy soled, mannish Oxford."

## "My Lady"

Spanish Opera

Style 583

Light fine Kibo Kid sandal, with flexible turn sole, leather Louis XV. heel.

"Imparts to the foot an appearance of dainty beauty."

## "Superba"

Spanish Opera

Style 560

Kibo Patent Kid, bright top, light flexible sole, high opera heel, stitched imitation tip.

"An elegant conception for light street or dress Oxford."

## "Exquisite"

Apex Shape

Style 577

All Kibo Patent Kid, light flexible sole, with neat close edge, leather Louis XV. heel. This special Oxford $3.00.

"The daintiest style of light dress Oxford."

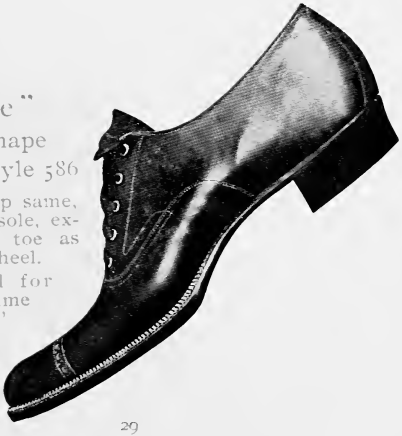
"Modish"

Elite Shape

Style 589

All Kibo Patent Kid, welted sole of medium walking weight, low military heel, toe as Style 520. This style $3.00.

"A swell style of walking Oxford."



"Esplanade"

Bon Ton Shape

Style 586

Kibo Kid, tip same, welted heavy sole, extension edge, toe as Style 522, low heel.

"Unequaled for walk-all-time usage."

## Dressing

Queen Quality Dressing is a self-polisher, designated for kid shoes only.

Queen Quality Polish is a friction dressing for all leathers. The polish is produced by aid of a cloth.

"The finest shoe dressings made."
Price, 15c. and 25c.

## Ordering by Mail

The purpose of this booklet is not to bring orders for single pairs to the factory, because mail order business is usually unsatisfactory both to you and us. Our object is to induce you to visit a "Queen Quality" agency and ***investigate*** for yourself the many ***merits*** of this famous shoe.

## Keep for Reference

Retain this booklet until you receive another, as they give the fullest information possible as to ***how to dress your feet properly,*** and by selecting the kind that suits you best, you can have your dealer send for them, if he hasn't them already in stock, as we have many styles that he may not carry.

It matters not where you live, or how far removed from the large cities, there is no reason why you should not wear as ***handsome, stylish,*** and ***neat fitting*** shoes as the most fashionable belle of the metropolis.

## Be Properly Fitted

Select the proper style of the shoe best suited to the shape of your foot. Never buy a shoe that is too short, but always insist on ***being properly fitted.*** If your foot is misfitted, it will not only feel uncomfortable and cause you annoyance, but will give you an unfavorable impression of the shoe, which does both yourself and the makers an injustice.

## Sound Shoe Sense

Buy "Queen Quality" and wear them intelligently, and with fair treatment they will prove the ***most satisfactory*** shoes you have ever worn.

Heavy shoes for hard service.

Light shoes for light wear.

# "Queen Quality" Shoes

will be sent express paid to any part
of the U. S. upon receipt of

**$3.25 FOR BOOTS and $2.75 FOR OXFORDS**

All Countries where duty is paid

**BOOTS, $4.00; OXFORDS, $3.25**

## How to Order by Mail

Date,.....

SIRS:

Enclosed find $.....

Send me Boot Style No. .....

,, ,, Oxford ,, ,, .....

Size..... Width.....

Remarks .....

.....

.....

Signed .....

P. O.....

Express Office .....

County.....

State.....

**IMPORTANT.** "Queen Quality" shoes are made in sizes from 1 to 8; widths, **AA** to **EE.** Look inside your best fitting pair of shoes and note the figures and letters faintly printed on the lining—copy these on order sheet.

State whether that particular pair of shoes was too wide or too narrow for your foot, and where they pinched, if at all.

Fill in the **answers** to every question asked on order sheet.

Send money by registered letter or money order.

THE BARTA PRESS, BOSTON.

SOLD EXCLUSIVELY IN

Gallipolis, O.

W. P. DEARDORFF & CO.